

David Anderson says ABC will abandon the majority of Twitter accounts

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David Anderson says the results of shutting down three accounts earlier in the year were positive. *(Adriane Reardon)*

The ABC's managing director, David Anderson, has announced the public broadcaster is reducing its presence on X (formerly Twitter) to only four accounts.

Starting from Wednesday, all official ABC accounts on the social media platform aside from ABC News, ABC Sport, ABC Chinese and ABC Australia will be discontinued.

Mr Anderson cited the successful trial closure of three program accounts as one of "multiple reasons" for the move.

"In February we closed three program accounts, for Insiders, News Breakfast and ABC Politics, and the results of that have been positive," he said.

Key points:

- All but four official ABC accounts on the social media platform will be discontinued
- The ABC closed three program accounts from February as a trial
- David Anderson flagged YouTube, Facebook, Instagram and TikTok as priorities

Mr Anderson said the reduced activity will allow staff to focus "on the accounts that overwhelmingly provide the most value."

"The vast majority of the ABC's social media audience is located on official sites on YouTube, Facebook, Instagram and TikTok, with TikTok forecast to have the strongest growth over the next four years," he explained.

He also pointed to an increase in "toxic interactions" on the platform influencing the move.

News director Justin Stevens added that the ABC is currently testing Meta's new platform Threads and will consider increasing its presence there.

Discontinued accounts on X will have pinned posts informing users where they can access relevant content.

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